



TRADEMARK AFRICA

Strategy

Building Sustainable and
Inclusive Trade for Africa

2023 - 2030





OUR VISION

Africa pioneering in sustainable and inclusive growth as a pathway to prosperity for all Africans.



OUR MISSION

To increase sustainable and inclusive intra-African trade and exports to the rest of the world.

CORE VALUES



Innovation



Collaboration



Inclusiveness



Professionalism



Integrity



Results Driven

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TMA Growth Journey

This is TradeMark Africa's strategic plan for building sustainable and inclusive trade in Africa over the period 2023 to 2030.

It is the third such plan since 2010 and draws on lessons learned in the last 13 years, as well as insights gained into the challenges and opportunities shaping the future economic development of the African continent.

TradeMark East Africa rebranded in 2023 to become TradeMark Africa (TMA), reflecting the continent-wide scope of its work.

It will retain a corridor focus, and include a continued priority on East Africa, as well as enhancing existing support in the Horn of Africa, establishing interconnected interventions in Southern Africa, and expanding operations in West Africa, with an emphasis on the Abidjan to Lagos corridor and interlocking routes.

TMA Donors



Funded by the European Union



Government of Ireland
International Development Programme



Ministry of Foreign Affairs of the Netherlands

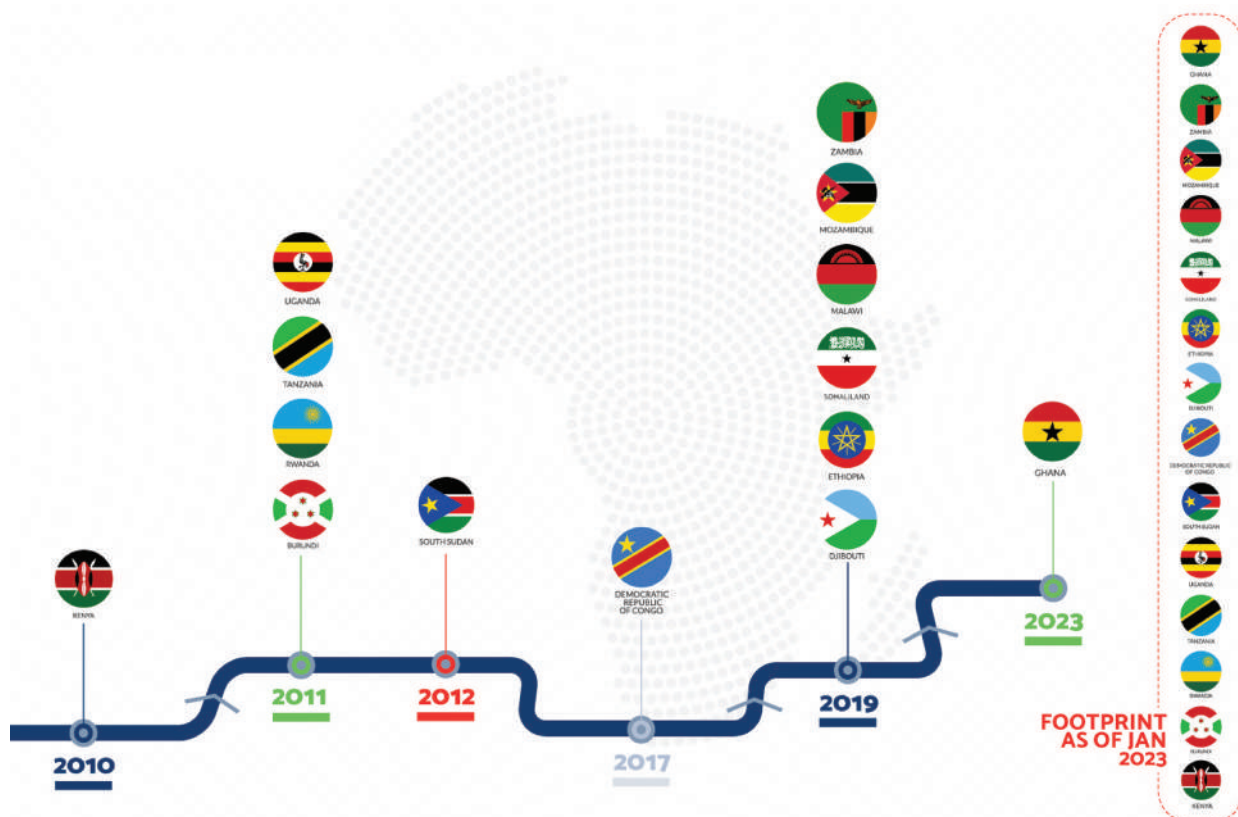


Support for the African Continental Free Trade Area (AfCFTA) Secretariat will be central to this, as it is a strategic imperative to use TMA's capabilities to ensure that the African single market becomes a reality; in conjunction with enhancing the essential building blocks of free trade in Africa that are constituted by the

Regional Economic Communities (RECs), with a particular focus on the

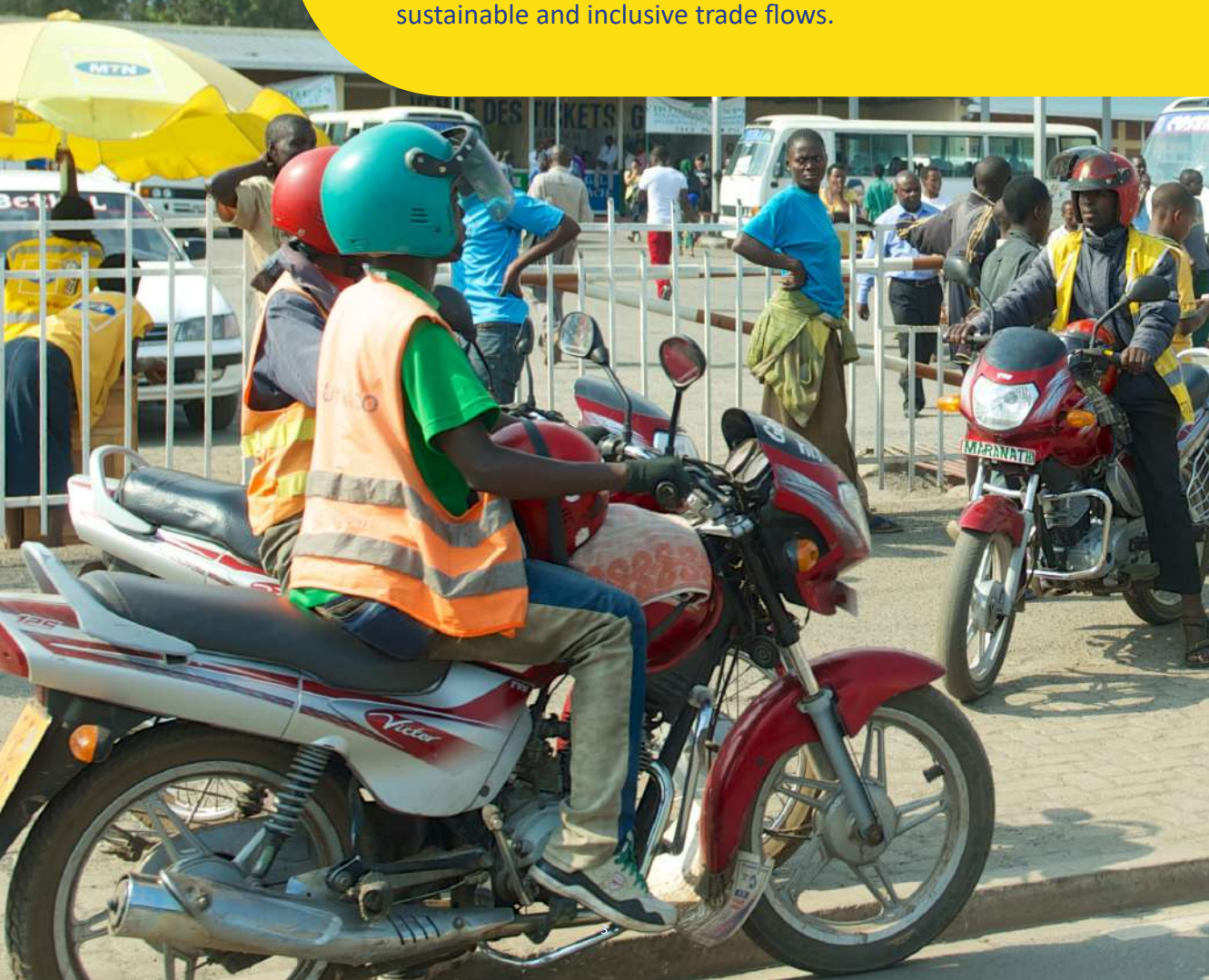
- Common Market for Eastern and Southern Africa (COMESA)
- East African Community (EAC)
- Economic Community for West African States (ECOWAS)
- Intergovernmental Authority on Development (IGAD),
- Southern Africa Development Community (SADC).

Growth Timeline



RESULTS OFFER

TMA's objective is to contribute to sustainable, inclusive prosperity in Africa through increased sustainable and inclusive trade flows.



If African nations are more competitive globally

through improved market access and enhanced business competitiveness, and trade barriers are reduced within the continent, then trade will increase.

**If trade increases,**

then this will contribute to increasing economic growth that has good potential to reduce poverty.

**If at the same time,**

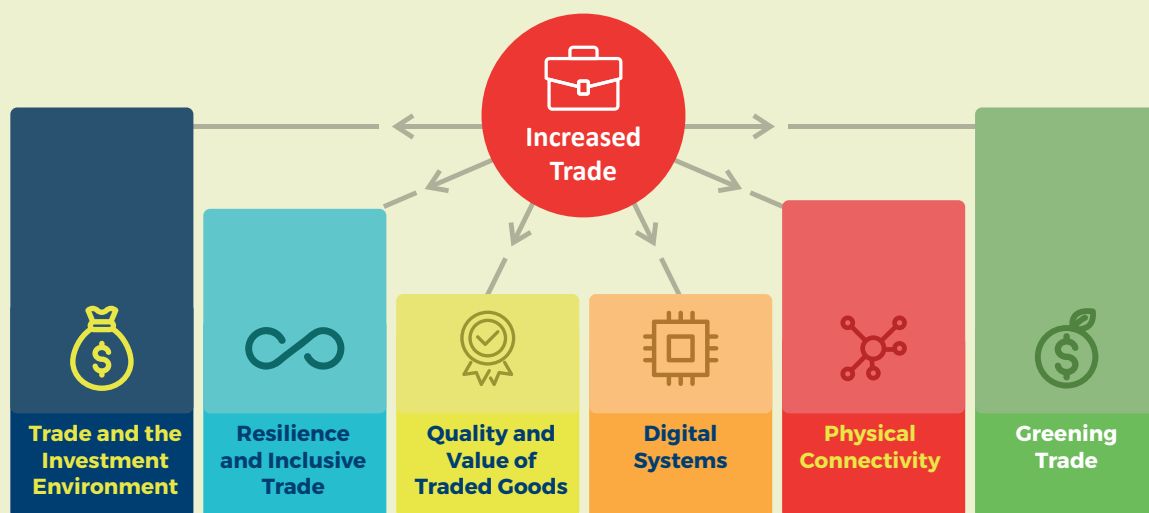
policies reallocate resources towards more productive sectors, and pro-poor investments and mitigation measures are made, then inclusive prosperity will be increased, and poverty reduced.



Over this strategic plan, TMA will build on effective approaches that have been proven to deliver more inclusive and sustainable trade in Africa, and deploy new technologies and innovations, in responding to the shifts in the major development challenges ahead.

It will take a systemic approach in order to achieve sustainable results across trade corridors, while focusing on core value chains that are best able to drive up export values and create jobs and incomes for poor people.

TMA targets to invest around **\$700m** for the **2023** to **2030** period, in order to deliver these outcomes through a focus on **six portfolio areas**:





TRADE AND INVESTMENT ENVIRONMENT

Africa rising



The creation of the AfCFTA and revitalisation of RECs provide a major opportunity to boost intra-African trade and drive the structural transformation of trade in the continent, through enhanced integration of trade policy, and the reduction of Non-Tariff Barriers (NTBs) to trade.

A MULTI-LEVEL APPROACH

TMA will take a multi-level approach, addressing the three key levels of coordination necessary: continental, regional, and national. Successful implementation of regional and continental agreements will require improving the trade and investment environment, through enhancing the connectivity and coordination of trade corridors, diversifying exports, enhancing digital connectivity, and driving up institutional capacity.

HOW TMA WILL ACHIEVE THIS

» AfCFTA SUPPORT

Support the AfCFTA Secretariat to develop continental trade instruments and policies that will contribute to the reduction of barriers to trade across the continent, increase economic integration and improve the trading environment for African business.

» REGIONAL ECONOMIC COMMUNITIES SUPPORT

Support RECs to facilitate intra-regional trade, as well as working along with AfCFTA to domesticate continental trade instruments and enhance inter-regional cooperation.

» GOVERNMENT AND TRADE INSTITUTIONS SUPPORT

Work with port and transport corridor authorities, national Governments, and their trade institutions to domesticate continental and regional policies, implement digital solutions, harmonise standards, and resolve Non-Tariff Barriers.

» SIMPLIFICATION, STANDARDISATION AND HARMONISATION

Support simplification, standardisation and harmonisation of cross-border regulations, processes and procedures that guide the clearance and movement of goods across regional and continental borders and to the rest of the world.

» PRIVATE SECTOR CAPACITY BUILDING

Enable the private sector to shape and respond effectively to trade policy, by building the capacity of private sector bodies.

» BIG DATA INITIATIVE

Generate data on trade flows and barriers on trade corridors, using trade and transport observatories. On the continental level, this means support to the development of a continental trade big data initiative and trade reporting.



2

QUALITY AND VALUE OF TRADED GOODS

Raising the standard



Standards have become the lingua franca of world trade, as they convey consistent and understandable information to the buyer – a common technical language for trading partners.

Increasing harmonisation between countries' frameworks significantly enhances the efficient flow of trade. At the same time, global off-takers, particularly in the agricultural sector, are applying increasing environmental, social and governance standards to production and trading, and access to destination markets depends on firms' ability to raise their compliance levels.



Supporting African businesses to consistently adhere to global standards, and increasing the voice will be the gateway to increasing exports.

HOW TMA WILL ACHIEVE THIS

» STANDARDS BUREAUS

Improve national implementation of international standards, in particular through National Standards Bureaus.

» STANDARDS HARMONISATION

Support Governments to implement standards and technical regulations consistent with world trade rules.

» HARMONISATION OF TECHNICAL REGULATIONS

Facilitate harmonisation of technical regulations at continental, regional and national levels.

» CONFORMITY

Help develop standards and conformity assessment services at national and regional level – including laboratory capacity, inspection and certification services; and product certification services in both the public and private sectors.

» MUTUAL RECOGNITION AGREEMENTS

Establish Mutual Recognition Agreements to build mutual confidence between countries on conformity of assessment procedures and facilitate the acceptance of goods and services everywhere on the basis of one assessment.

» METROLOGY

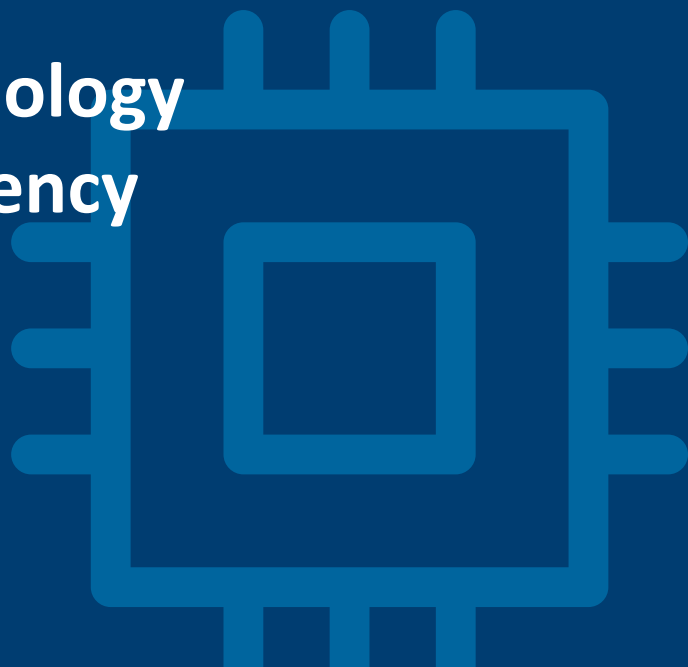
Support countries with metrology in order to develop accurate measurements and enable firms to satisfactorily implement their own process controls.



3

DIGITAL SYSTEMS

Harnessing technology
- the key to efficiency



Border and documentary compliance play a critical role in the efficiency of trade-related supply chains.

Perhaps the greatest success of the last strategic period has been the application of technological advancements in the digital sector. By investing in digital trade infrastructure and processes, countries can reduce the inconveniences of manual interactions and ensure continuity of trade flows.

PROVEN SUCCESSES

TMA will apply proven successes to new geographies to continue driving efficiency gains; as well as harnessing innovations in Artificial Intelligence and open ledger technology, in order to provide a secure and transparent platform for recording and tracking trade-related transactions.



HOW TMA WILL ACHIEVE THIS

» DIGITISE TRADE PROCESSES

Work with Governments and agencies to digitise trade processes including through single windows, customs management systems, and trade portals.

» INFORMATION & COMMUNICATIONS TECHNOLOGY

Deploy ICT solutions for enhancing market information access and improving financial inclusion.

» ACCESSIBILITY

Increase the ability of poor women and youth to access digital trade processes and systems.

» eCOMMERCE

Develop and enhance eCommerce platforms to link buyers with sellers; and digital payment systems to enable small businesses to trade across borders.

» SYSTEMS INTERGRATION

Enhance the interoperability of customs and other systems between countries, to enhance Integrated Corridor and Border Management.



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PHYSICAL CONNECTIVITY

Trade Catalyst Africa



» TRADE CATALYST AFRICA (TCA)

Many of the early gains in TMA's trade facilitation portfolio came from investments in physical infrastructure, not least the reductions in dwell times at Mombasa port from 21 to four days in the decade to 2021, as well as significant reductions in border crossing times. However, the resources available for such infrastructure have diminished, and yet the trade infrastructure gap remains substantial.

Another critical blockage to trade, especially restricting exports from Africa, is the limited access

to trade finance. This restricts the growth of SMEs, which account for around 80% of the region's businesses. TMA has therefore created TCA as a catalytic capital facility, to pilot new commercial models for creating trade infrastructure.

TCA will help expand the scale of TMA's impact by complementing its portfolio with commercially sustainable solutions. TCA will also provide supply chain financing to enable micro, small and medium enterprises in Africa to trade more easily.



TCA's financing windows

1. **Developer Window to support the development of trade infrastructure projects such as**



Industrial parks



One stop border posts



Digital cross-border platforms

2. **Trade Finance Window to support increased availability of Trade Finance in agribusiness and cotton, textiles, and garments sectors**



5

GREENING TRADE

A green revolution



Trade and climate change are deeply entwined. Trade-related emissions account for as much as a quarter of all Green House Gas (GHG) emissions.

Seen positively however, adapting international trade can be a force multiplier for the global response to the climate crisis. Countries are also increasingly competing for a 'green export market' shaped by new rules. It is therefore critical to position Africa as a pioneer in green growth, staying ahead of rapidly evolving consumer preferences and regulatory requirements and so increasing its market share in global trade.

MODAL SHIFTS

TMA will focus on enabling modal shifts in transport corridors, increasing the emissions efficiency of the transport, logistics and export sectors, and increasing the climate resilience of trade infrastructure – in order to reduce Green House Gas (GHG) emissions and drive increased low carbon and resilient trade in and from the region.

HOW TMA WILL ACHIEVE THIS

» SHIFT TO SEA FREIGHT

Support the shift from airfreight to sea freight in the export of high value, perishable agricultural produce from Africa.

» EMISSIONS REDUCTION

Reduce emissions in road transport and at transport nodes, through greener energy production and reduced congestion.

» ENHANCE CLIMATE POLICIES FOR TRADE AND TRANSPORT

Support the trade and transport sectors to develop more detailed national and sector-specific climate policies, strategies and institutional arrangements.

» TRADE NEGOTIATIONS

Support Governments and business associations to prepare effective positions in trade negotiations on climate-related export market regulations.

» VALUE CHAIN SUPPORT

Support policy and regulatory frameworks to strengthen value chain awareness and building capacities of value chain actors on compliance with emerging environmental and sustainability related green standards within specific value chains – not least horticulture.

» CIRCULAR ECONOMY

Develop leapfrog technologies to accelerate the establishment of circular economies that have export potential.

» PROMOTE GREEN GROWTH AND CLIMATE RESILIENCE FUNDING

Catalyse financial flows from the public, private and not-for-profit sectors to trade-related green growth, low-carbon development and climate resilience, in particular through its commercial arm TCA.



RESILIENCE AND INCLUSIVE TRADE

An adaptation story



The story of climate change in the trade sector is not only one of mitigation and harnessing economic opportunities.

The impact of increasingly severe weather events and harsher long-term conditions on economies in TMA focus regions is only likely to increase – affecting agricultural production and livelihoods in the Sahel and the East and Horn of Africa.

Trade facilitation enables adaptation to not only support vulnerable groups during crisis, but also to address the underlying causes of such crises. It makes the distribution of food trade faster and cheaper, thus connecting food-surplus to food-deficit countries, and so reducing the cost, and increasing the quality and predictability of staple food both for vulnerable communities and for humanitarian responders.

ENSURING MARKETS REDUCE POVERTY

If trade facilitation is to impact effectively on poverty reduction, it cannot ignore vulnerable and marginalised groups, including women, youth, and people with disabilities. Young people constitute over 60% of Africa's population, a figure that will only increase, and closing the gender gap in trade could increase the value of exports from women-owned businesses by up to \$1 trillion globally. Yet women and youth-owned trading businesses in Africa continue to operate primarily in the informal sector, which puts them at a disadvantage in accessing logistics, business development services, finance and the trade regulatory information they need to grow their businesses.



Making markets work for the poor therefore requires targeted investments that increase formalisation, reduce specific barriers for small businesses, and increase market access.

HOW TMA WILL ACHIEVE THIS

» EFFICIENCY IN FOOD TRADE

Make regional food trade in staple crops more efficient, competitive and structured, through greater compliance with standards and sanitary measures, better aggregation and storage, and increased access to finance.

» EFFICIENT HUMANITARIAN PAYLOAD TRADING

Increase the speed of trading food aid-related cargoes at One Stop Border Posts (OSBPs) through green channels, and reducing bottlenecks for humanitarian payloads at borders.

» WOMEN AND YOUTH

Support youth and women, especially cross-border traders, to organise into cooperatives, enhance the quality of their businesses, and increase their access to information and services.

» INCLUSIVE TRADE REFORMS FOR VULNERABLE GROUPS

Promote trade reforms that enhance access for vulnerable groups, including implementation of Simplified Trade Regimes, creation of Joint Border Committees, and streamline regulations and border processes.

Contribution



Increase in Africa's exports to the rest of the world by



33%

(from the current \$500 billion to \$650 billion) disaggregated by total Africa exports to the rest of the world and non-fuel African exports to the rest of the world.



\$800 MILLION



Increase in the value of investments leveraged including green investments



35%

Increase in value of government revenue



Increase in value of intra-African trade by



\$70 BILLION

(35% increase from US\$170bn in 2022)

TMA Headline Results Offer and Metrics of Success by 2030

To measure success, TMA has set an ambitious but achievable set of impact-level results to accomplish by the end of the strategic plan period in 2030



Attribution



15%

Average reduction in time to move goods and services across select corridors & nodes



15%

Average reduction in indirect costs to move goods and services across select corridors



15%

Reduction in CO2 emissions above trend on select corridors and value chains



400,000

Jobs created or sustained



20%

Increase in export value of TMA supported value chains, disaggregated per country



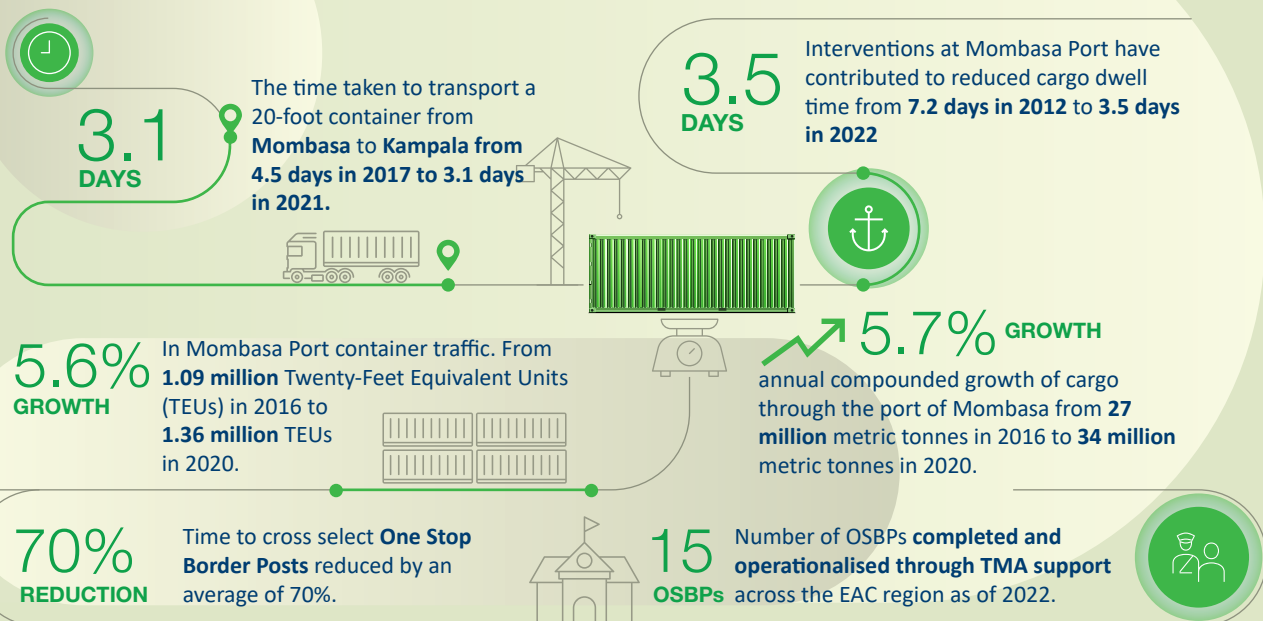


Achievements 2010 to 2023

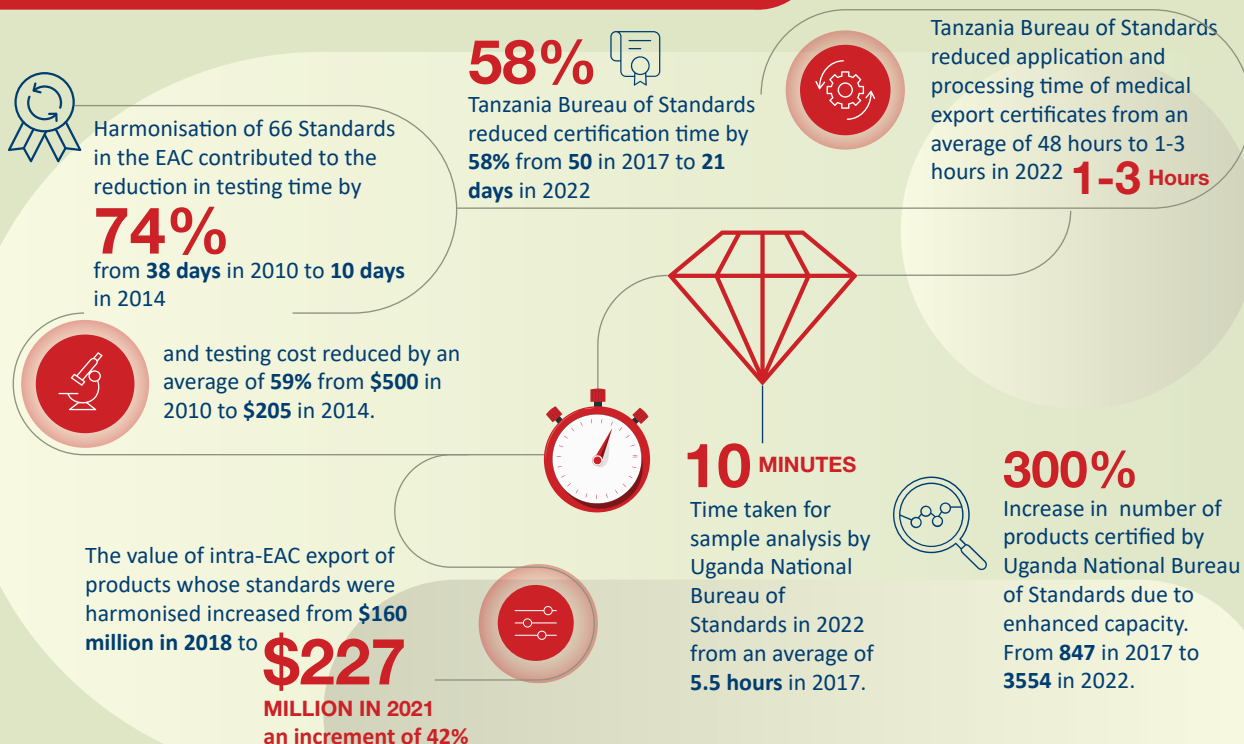
From 2010 to 2023, TMA invested around \$1 billion, becoming one of the largest aid-for-trade organisations in the world. TMA delivered significant successes in its core outcome areas of reducing time and cost of trading across borders; and enabling business to capitalise on these gains.

We present some of the achievements in the following pages.

Sustainable and Efficient Transport Infrastructure



Improved Trading Standards and Sanitary and PhytoSanitary Measures



Effective Trade Systems and Procedures

TMA has supported development of approximately

60 **TRADE PORTALS**
in key government
trade agencies



Simplified procedures through Trade Portals in Kenya, Rwanda, Tanzania and Uganda reduced the administrative cost burden by

\$2727

in 2021 compared to costs when the projects started in 2017.

(Ke: \$2012 Rw:\$ 168 Tz:\$ 16 Ug: \$531)



Cargo Tracking by rail reduced cargo clearance time for tagged containers at Nairobi Inland Container Depot from 12 days in 2018 to

4 DAYS in 2021



Support to Revenue Authorities

\$26.4 **MILLION**



Cost savings by traders as a result of **Uganda Electronic Single Window** in 2021 due to **reduced clearance time** and **paperless transactions**



45% 

less document processing costs from **\$68** to **\$37** in 2022 as a result of **automation**

2-3 HOURS



Kenya Revenue Authority: iCMS has reduced clearance time for air freight from an average of **2 days** when the project started to **2-3 hours** as of December 2021.

Improved Trade Regulatory Environment



77 DAYS

Time taken to resolve Non Tariff Barriers to trade by the East Africa Community Partner States in 2021. Reducing from **524 days** in 2015.

Resolution of **non-preferential treatment** for rice originating from **Tanzania** by **Rwanda**, increased rice exports from Tanzania to Rwanda by **3.2 million kgs**, and it has been increasing since then reaching **59 million Kgs** at a value of over

\$35 **MILLION**
as of 2021.

Resolution of the NTB between Kenya and Uganda on bar soaps in 2016, increased the quantity traded gradually to **148k kgs** then **2.3 million kgs**, with export growth valued at

\$1.5 **MILLION**
in 2021.

Enhanced Business Competitiveness



\$24.8 **MILLION**

Between 2019 to 2022, support to horticulture firms by TMA partners in Tanzania, Rwanda and Kenya enabled them to generate additional **\$24.8m** in export value, leveraging additional finance of **\$130m**.



40% **INCREASE**

In 2021, TMAs Safe Trade programme partnership with East Africa Grain Council enabled trading of **10,900 metric tons** of grains valued at **\$4.2m**, translating to **180%** and **168%** increase in trade volume and value respectively.



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